



HIGHLIGHTS FROM THE 2004 INDIANA YOUTH TOBACCO SURVEY

The Indiana Youth Tobacco Survey (IYTS) was administered in the fall of 2004 to over 5,000 Indiana middle school and high school students. The IYTS used a standard set of questions and procedures developed by the Centers for Disease Control and Prevention (CDC) for surveys on adolescent tobacco use. Overall, findings from the 2004 IYTS show a decline in smoking among Indiana youth. Among high school students (those in grades 9 through 12), reported current cigarette use

decreased significantly by 32%: from 31.6% in 2000 to 21.3% in 2004. In 2004, the smoking rate among Indiana high school students is similar to the national average of 22%. Smoking among middle school students (those in grades 6 through 8) declined 20% (from 9.8% in 2000 to 7.8% in 2004). Although this difference is not statistically significant, it indicates a trend in the right direction. The smoking rate among Indiana middle school students is similar to the national average of 8%.

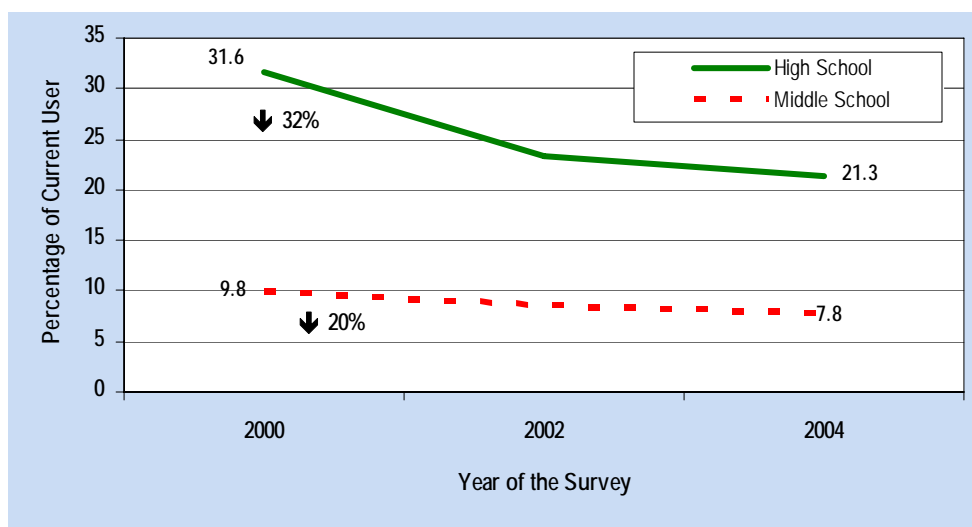


Figure 1. Cigarette Use Among Hoosier Youth, 2000, 2002, and 2004

SMOKING UPTAKE

■ The percentage of nonsmokers in high school who reported being not open to smoking increased significantly from 30.0% in 2000 to 35.0% in 2002 and to 41.5% in 2004. By the definition of “not open to smoking,” these results indicate that more Indiana high school students would not consider smoking in the future or when offered a cigarette by a friend, thus suggesting stronger anti-smoking attitudes that prevent smoking initiation.

■ Similarly, the 2004 data indicate that fewer Indiana high school students have ever tried smoking. In 2004, 52.7% of high school students reported ever trying a cigarette. This was a significant decrease from 58.3% reported in 2002 and 65.3% reported in 2000.

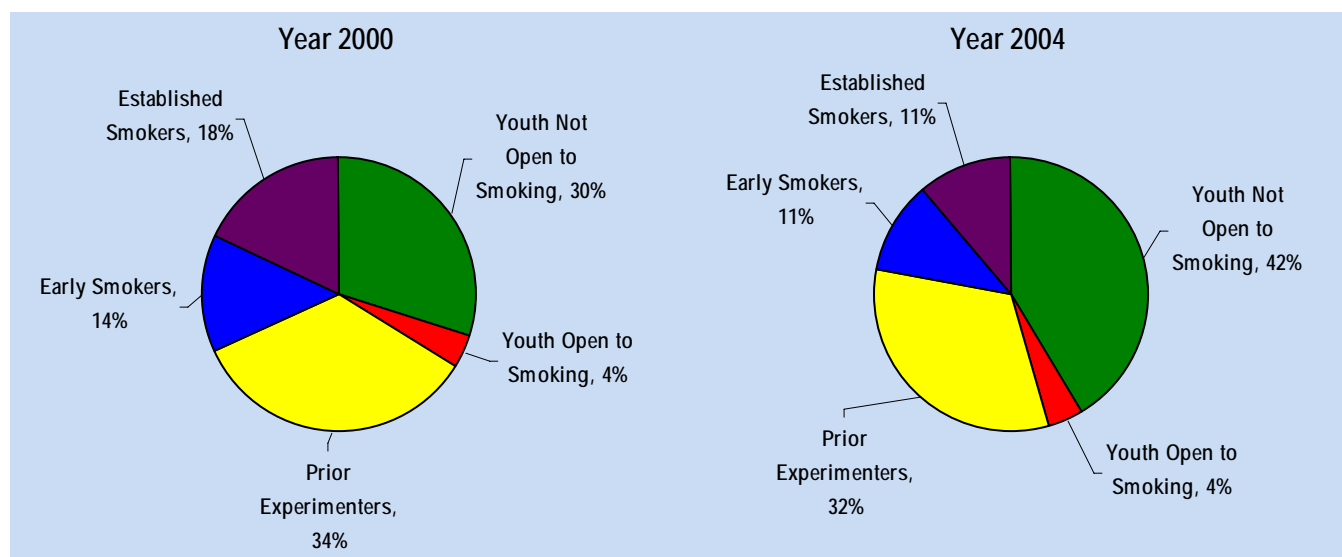


Figure 2. High School Students Smoking Uptake Scale

The results are equally encouraging for the middle school students.

- In 2004, significantly more middle school students reported being not open to smoking (63.5%) compared to 56.0% reported in 2002.

- The percentage of middle school students who reported ever trying a cigarette also decreased in 2004 to 27.8% from 32.7% reported in 2002 and 34.1% reported in 2000. The decline from 2000 to 2004 was statistically significant.

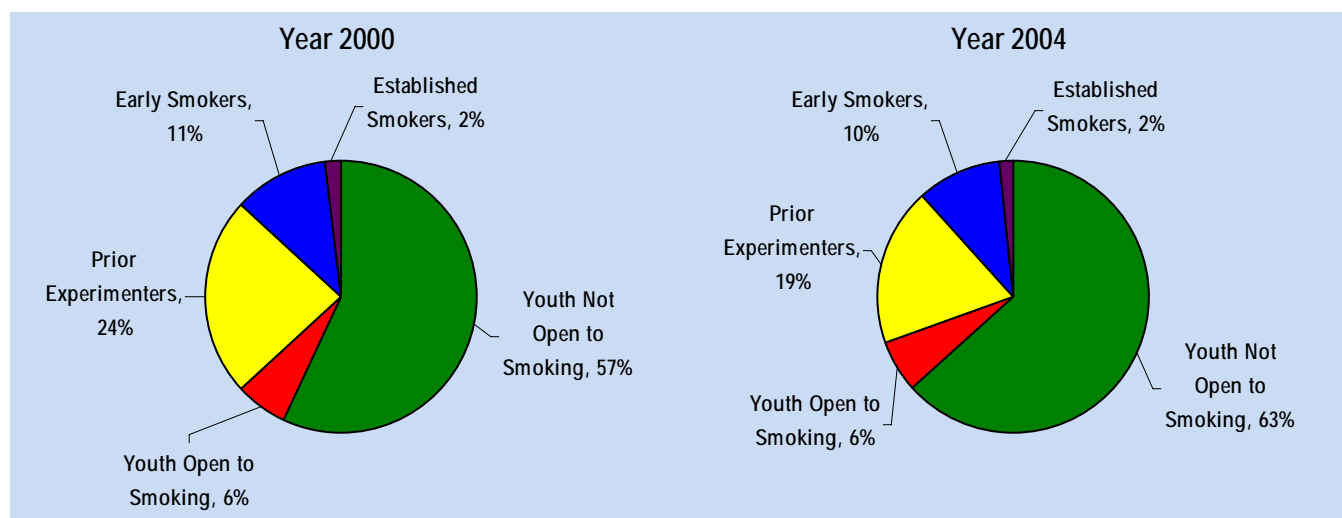


Figure 3. Middle School Students Smoking Uptake Scale

EXPOSURE TO SECONDHAND SMOKE

One major area of concern for tobacco control activities is exposure of Indiana youth to secondhand smoke. Between 2000 and 2004, the proportion of middle school youth exposed to secondhand smoke in the home (60% in past 7 days) or car (45%-48% in past 7 days) has not changed. However, since 2000 fewer Indiana high school students reported being in the same room with someone who smokes at least 1 day in a week prior to the survey (75% in 2000; 66% in 2004), and significantly fewer high school students reported being in the same car with someone who

smokes for at least 1 day in a week prior to the survey (60% in 2000; 48% in 2004).

HOME RULES

The data suggest that Indiana efforts to promote smoke free homes are paying off.

- In 2004, 58.4% of middle school students reported that smoking is not allowed anywhere in their home, a significant increase from 45.5% reported in 2002.
- Furthermore, only 24.9% of middle school students reported that smoking is allowed anywhere in their home, a significant decrease from 40.5% reported in 2002.

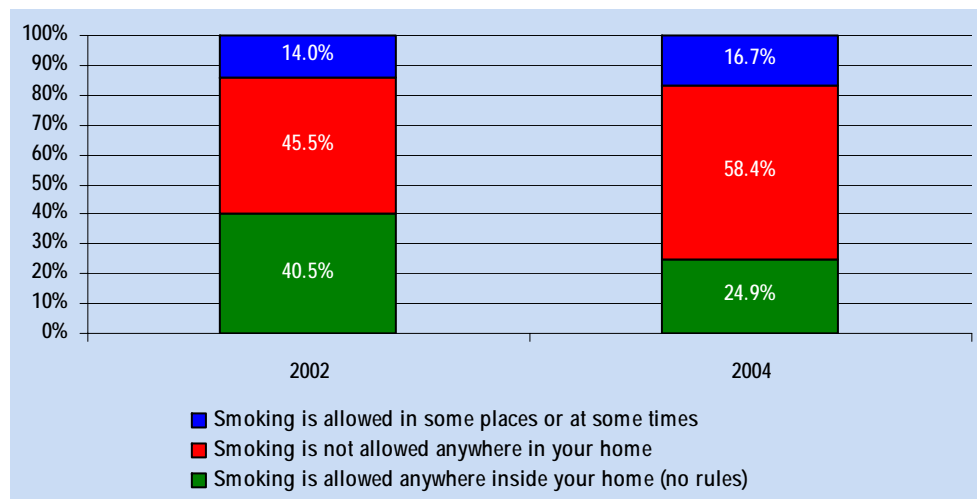


Figure 4. Home Rules for Middle School Students

- Among high school students, 62.4% reported that smoking is not allowed anywhere in their home, a significant increase from 49.4% reported in 2002.

- Similarly, in 2004, 23.6% of high school students reported that smoking is allowed anywhere in their home, a significant decrease from 39% reported in 2002.

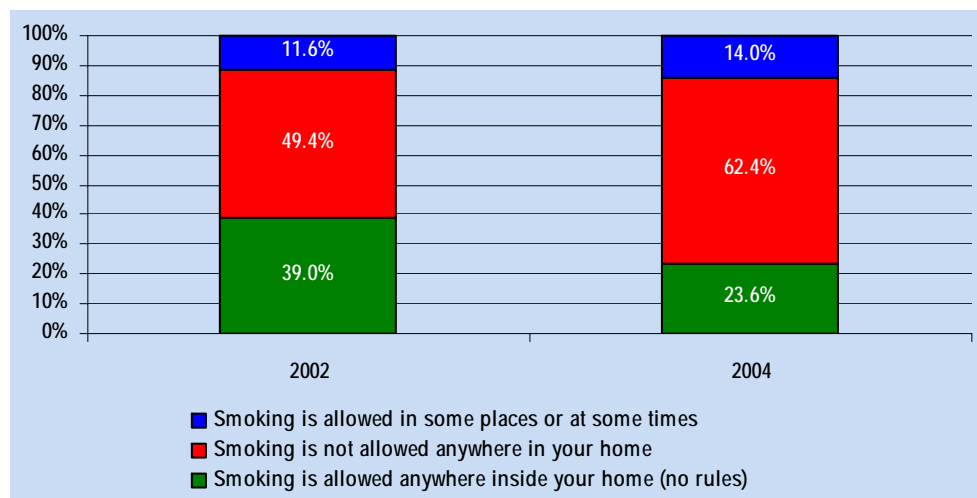


Figure 5. Home Rules for High School Students

YOUTH ACTIVISM

The 2004 IYTS data show a significant increase in the number of high school students who participated in community activities to discourage smoking. In 2004, 16.4% of high school students reported such activities, compared to 11.1% in 2000 and 14.2% in 2002. Among middle school students, in 2004, 22.8% reported participating in community activities to discourage smoking, similar to the 21.1% who reported such participation in 2002.

MEDIA EXPOSURE

Youth exposure to the pro-tobacco messages in the media is another area of concern for Indiana.

- In 2004, more than 80% of middle school and high school youth reported seeing actors smoke most or all of the time, when youth watched television programs or movies. This percentage remained unchanged from 2002.

The importance of this finding is that portrayals of smoking in the mass media both glamorize the behavior and send a message that it is common and hence must be socially acceptable. This finding also stresses the importance of anti-tobacco messages conveyed by Indiana's public education campaigns. Evidence shows that ITPC advertisements are making a difference.

- In 2004, 80.3% of high school students reported hearing anti-smoking messages in the media. For middle school students, in 2004, 73.7% reported seeing messages in the media on the dangers of smoking. These data closely parallel findings from the ITPC media-tracking survey that report high rates of awareness among Hoosier youth of the Indiana counter-marketing campaign.

These findings on youth tobacco use indicate that more young Hoosiers are resisting pro-tobacco messages and entering adulthood tobacco free. The full report on the 2004 Indiana Youth Tobacco Survey can be found at <http://www.itpc.in.gov/research.asp>.